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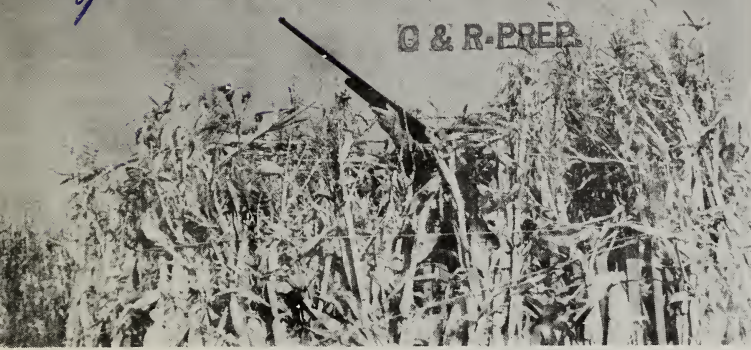
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WISCONSIN

FEDERAL MILK ORDER BULLETIN



for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator
OCTOBER 1964

DREAMS (Never Are As Good As They Seem)

Everybody dreams every night, scientists say. As a matter of fact, they maintain, not only do people dream from three to nine times every night, with each dream lasting from 10 to 30 minutes, but everyone dreams for a purpose. Unlike run-of-the-mill day-dreaming, people do a lot of business-like dreaming at night, with each person, each action, each situation, represented for a definite purpose.

Interpretation of dreams is another thing, however. Again, according to scientists, a dream is a reflection of your mind and emotions. Nothing you do on any particular day makes you dream that night, but what you think or feel tends to become part of your dream that night. So dreams stem from the highly emotional, (to page 8)

HALF-GALLON PAPER CONTAINERS MOST POPULAR IN FEDERAL ORDER MARKETS

Based on information furnished by the Market Administrators in 29 of the 82 Federal milk order markets in the United States, the USDA reports that in November 1962 a little more than 65% of the fluid milk products marketed was distributed in paper containers (Milwaukee 57%). Fluid milk sales in glass containers were nearly 20% of the total (Milwaukee 37%), and the remaining 5% was sold in bulk form.

In these markets, sales of whole milk were about 88% of the total fluid sales. Skim milk products represented nearly 10% of the total, and sales of cream and mixtures accounted for the remainder. Over one-half of the whole milk and skim milk products was sold in half-gallon containers, while over half of the (to page 8)

— DATA IN BRIEF - FOR THE MAN IN A HURRY —

<u>SEPTEMBER 1964</u>	<u>Milwaukee</u> <u>Order No. 39</u>		<u>Northeastern Wis.</u> <u>Order No. 45</u>		<u>Madison</u> <u>Order No. 51</u>	
Class I Price & Differential	\$3.99	7.1¢	\$3.85	7.4¢	\$3.99	7.1¢
Class II Price & Differential	\$3.24	7.1¢	\$3.24	7.1¢	\$3.24	7.1¢
Producer Price & Differential	\$3.89	7.1¢	\$3.69	7.3¢	\$3.87	7.1¢
Pounds of Producer Milk	68,005,072		33,614,256		20,054,561	
Percentage in Class I	86.0%		71.5%		82.7%	
<u>OCTOBER 1964</u>						
Class I Price & Differential	\$4.08	7.4¢	\$3.98	7.7¢	\$4.08	7.4¢

PRODUCER PRICES FOR SEPTEMBER 1964

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

Name of Handler	Minimum Pay Price	B.F. Dif'l
Blochowiak Dairy	\$3.85	7.1¢
The Borden Co.	3.87	7.1
Cedarburg Dairy, Inc.	3.91	7.1
Christiansen's Dairy	3.97	7.1
Fairmont Foods Co.	3.95	7.1
Gehl Guernsey Dairy	3.75	7.1
Golden Guernsey Dairy	3.88	7.1
Harmony Dairy Products	3.77	7.1
Hawthorn-Melody Farms	3.89	7.1
Healthway Dairy, Inc.	4.00	7.1
Home Dairy	3.97	7.1
Keystone Farms	3.88	7.1
Krueger Dairy	3.95	7.1
McFarlands' Farm Dairy	2.74	7.1
Milk Producers Coop.	3.98	7.1
Mullen's Dairy	3.94	7.1
Progressive Dairy Prod.	4.01	7.1
Pure Milk Association	4.02	7.1
Roets Home Dairy	3.92	7.1
Schroeder Dairy	3.91	7.1
Sealtest Foods	3.84	7.1
Vande Kolk Dairy	3.96	7.1
Warren Dairy	3.96	7.1
Wayside Dairy	3.98	7.1
West Side Dairy, Inc.	3.93	7.1

WEIGHTED AVERAGE 7.1¢

Weighted Average of Producer
Prices for Information Purposes: \$3.89

UNIFORM PRICES AND
COMPUTATION

SEPTEMBER 1964

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments

Adjustments for Value of:

Overage Deducted from Classes I & II
Beginning Inventory Reclassification
Other Source Milk Deducted from Class I
Butterfat More or Less than 3.5 Percent
Plant Location Differentials
Half of Producer-Equalization Fund

Aggregate Value and Average Price

Reserve to Producer-Equalization Fund

Uniform Price to Producers for 3.5% Milk

* Subject to location differentials. These minimum pay

MANUFACTURING PRICES AND

Year and Month	92Score Butter Chicago	Cheddar Cheese Wis.	Spray Dry Skim	Basic Formula Price	Handler B'fat Dif'l C.I* C.II
1963	cents	cents	cents	dol.	cents
Sep.	59.70	34.25	14.24	3.10	7.0 6.9
Oct.	58.48	34.50	14.25	3.12	7.2 6.7
Nov.	58.09	35.00	14.24	3.15	7.0 6.7
Dec.	58.01	35.12	14.24	3.16	7.0 6.7
1964					
Jan.	57.97	35.25	14.32	3.16	7.0 6.7
Feb.	57.97	35.12	14.26	3.17	7.0 6.7
Mar.	57.97	34.19	14.25	3.16	7.0 6.7
Apr.	57.97	33.81	14.19	3.15	7.0 6.7
May	57.97	33.70	14.22	3.12	7.0 6.7
June	57.97	33.75	14.24	3.12	7.0 6.7
July	58.00	33.75	14.23	3.11	7.0 6.7
Aug.	59.51	34.38	14.30	3.12	7.0 6.8
Sep.	61.32	36.31	14.30	3.15	7.1 7.1
Oct.				3.24	7.4

*Exception, Order 45 is .125 x the butter price (Col. 1)
for the preceding month. October is 7.7¢.

OTHER PRICE DATA

OF UNIFORM PRICES

Northeastern Wisconsin Marketing Area Federal Order No. 45				Madison Wisconsin Marketing Area Federal Order No. 51			
Pounds of Milk	Average B'fat Test	Price at Test	VALUE	Pounds of Milk	Average B'fat Test	Price at Test	VALUE
24,026,141	3.573529	\$3.905467	\$938,333.03	16,589,137	3.461361	\$3.926207	\$651,323.79
9,588,115	4.081626	3.652954	350,249.47	3,465,424	4.329514	3.828954	132,689.50
33,614,256			\$1,288,582.50	20,054,561			\$784,013.29
			895.55				910.84
			443.26				136.37
			-				8,289.85
			-53,606.10				-16,675.56
			-289.65				7,738.52
			18,054.11				9,029.26
		\$3.730797	\$1,254,079.67			\$3.917178	\$793,442.57
		.040797	-13,713.62			.047178	-9,556.04
		<u>\$3.69 *</u>	\$1,240,366.05			<u>\$3.87 *</u>	\$783,886.53

prices do not include any premium payments which may be paid by handlers.

FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

Class I Price Differentials			Supply-Demand Adjustments			Class I Prices			Uniform Prices to Producers** and Producer Butterfat Differentials					
No.39	No.45	No.51	No.39	No.45	No.51	No.39	No.45	No.51	Milwaukee	Northeast	Madison			
cents			cents			dollars			dol. cents	dol. cents	dol. cents			
108	94	108	-24	-24	-24	3.94	3.80	3.94	3.84	7.0	3.56	7.1	3.76	7.0
108	94	108	-24	-20	-24	3.96	3.86	3.96	3.88	7.1	3.61	7.2	3.82	7.1
108	94	108	-24	-24	-24	3.99	3.85	3.99	3.89	7.0	3.56	7.0	3.84	6.9
88	74	88	-24	-24	-24	3.80	3.66	3.80	3.69	6.9	3.42	7.0	3.62	6.9
88	74	88	-24	-24	-24	3.80	3.66	3.80	3.70	6.9	3.44	7.0	3.62	6.9
88	74	88	-24	-24	-24	3.81	3.67	3.81	3.71	6.9	3.45	7.0	3.65	6.9
68	54	68	-24	-24	-24	3.60	3.46	3.60	3.50	6.9	3.31	7.0	3.47	6.9
68	54	68	-24	-24	-24	3.59	3.45	3.59	3.50	6.9	3.30	7.0	3.44	6.9
68	54	68	-24	-24	-24	3.56	3.42	3.56	3.46	6.9	3.27	7.0	3.39	6.9
68	54	68	-24	-24	-24	3.56	3.42	3.56	3.47	6.9	3.28	7.0	3.42	6.9
88	74	88	-24	-24	-24	3.75	3.61	3.75	3.64	6.9	3.46	7.0	3.61	6.9
108	94	108	-24	-24	-24	3.96	3.82	3.96	3.82	7.0	3.62	7.1	3.78	6.9
108	94	108	-24	-24	-24	3.99	3.85	3.99	3.89	7.1	3.69	7.3	3.87	7.1
108	94	108	-24	-20	-24	4.08	3.98	4.08						

** Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

UTILIZATION AND CLASS

FEDERAL ORDER

— MILWAUKEE MARKET NO. 39 —

I T E M	September 1964		August 1964		September 1963	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	46,686	3.5	43,626	3.5	44,410	3.5
Flavored Milk	1,882	3.5	1,282	3.5	1,865	3.6
2% Skim Milk, Solids Added	3,982	2.1	3,794	2.1	3,135	2.1
" " " , Plain	1,583	2.2	1,456	2.2	1,243	2.2
Skim Milk, Solids Added	1,955	.4	1,904	.4	1,676	.4
Plain Skim	937	.8	922	.7	950	.7
Buttermilk	572	1.0	659	1.0	468	1.0
Flavored Milk Drink	218	.5	220	.4	185	.6
Half & Half	1,084	12.4	1,076	12.4	967	12.4
Light Cream	44	18.9	46	19.0	47	18.9
Whipping Cream	158	32.5	166	32.6	164	33.2
Cultured Cream	259	18.9	309	18.9	227	18.7
Subtotal	59,360	3.5	55,460	3.5	55,337	3.5
Bulk Sales to Nonhandlers	584	3.6	338	3.5	268	3.7
Unaccounted for Milk	265	8.1	202	7.0	113	5.2
Total Utilized in Class I	60,209	3.5	56,000	3.5	55,718	3.6
Nonpool Receipts*	-1,750	3.7	-332	4.5	-384	2.5
CLASS I - PRODUCER MILK	58,459	3.5	55,668	3.5	55,334	3.6
CLASS II MILK						
Bakeries et al.	126	12.3	121	12.1	94	10.4
Cottage Cheese	4,293	1.0	4,593	1.0	3,844	.9
Cheese	1,203	3.7	3,252	3.5	183	3.3
Butter	203	24.3	523	9.2	233	23.5
Evap., Cond., & Pwd.	1,927	3.8	1,864	4.4	832	3.7
Ice Cream & Mixes	2,220	12.6	2,678	10.8	2,023	9.8
Livestock Feed	63		83		68	
Dumped Products	5		-		5	
Skim Equiv. Fort. Prod.	1,318		1,243		1,100	
Ending Inventory	5,363	3.9	5,075	3.9	5,588	4.0
Shrinkage	963	2.6	1,222	1.9	845	2.3
Total Utilized in Class II	17,684	4.2	20,654	4.0	14,815	3.9
Nonpool Receipts*	-8,138	3.5	-8,001	3.9	-6,785	3.4
CLASS II - PRODUCER MILK	9,546	4.7	12,653	4.0	8,030	4.3
TOTAL PRODUCER RECEIPTS	68,005	3.7	68,321	3.6	63,364	3.7

NOTE: Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

CLASSIFICATION OF MILK

RS 39, 45, 51

— NORTHEASTERN MARKET NO. 45 —						— MADISON MARKET NO. 51 —					
September 1964		August 1964		September 1963		September 1964		August 1964		September 1963	
Thousand	%	Thousand	%	Thousand	%	Thousand	%	Thousand	%	Thousand	%
Pounds	B'fat	Pounds	B'fat	Pounds	B'fat	Pounds	B'fat	Pounds	B'fat	Pounds	B'fat
19,643	3.5	20,056	3.4	18,486	3.5	10,911	3.4	10,169	3.4	9,847	3.5
1,302	3.6	822	3.6	1,259	3.5	810	3.7	441	3.8	760	3.8
893	2.1	1,048	2.0	392	2.2	2,220	2.1	2,124	2.1	1,948	2.1
202	1.9	212	1.9	235	1.9	-	-	-	-	-	-
583	.4	688	.3	603	.4	687	.8	658	.7	605	.8
638	.5	549	.5	592	.5	53	.2	55	.3	68	.3
207	.9	345	.8	217	.8	168	1.4	209	1.6	153	1.6
90	.9	80	.9	71	.8	27	.3	33	.4	3	1.3
408	12.9	470	12.9	403	12.9	345	12.2	363	12.1	316	12.2
5	22.1	6	22.0	8	21.2	7	26.3	4	23.5	5	23.7
75	35.2	82	35.2	78	34.9	43	34.5	44	34.4	43	34.5
70	19.0	76	18.9	71	19.2	49	19.2	53	19.0	46	21.5
24,116	3.6	24,434	3.5	22,415	3.6	15,320	3.5	14,153	3.4	13,794	3.5
306	3.8	258	4.1	449	3.9	2,787	3.9	1,188	3.9	629	4.1
268	3.6	147	7.0	157	7.1	122	4.6	56	5.1	91	2.1
24,690	3.6	24,839	3.5	23,021	3.6	18,229	3.5	15,397	3.5	14,514	3.5
-664	3.1	-761	3.1	-22	4.2	-1,640	4.1	-903	4.3	-554	3.5
24,026	3.6	24,078	3.6	22,999	3.6	16,589	3.5	14,494	3.4	13,960	3.5
-	-	-	-	-	-	4	21.5	5	29.3	3	36.3
1,943	1.1	2,280	1.0	1,797	1.1	1,085	.8	1,195	1.4	938	1.1
4,277	3.5	4,672	3.4	8,440	3.6	554	3.0	850	2.7	733	2.4
302	34.5	248	34.4	861	38.3	188	35.6	182	34.8	240	35.3
2,088	.1	1,958	.2	8,170	.3	996	-	1,211	-	1,325	-
1,558	7.9	2,073	7.1	1,510	7.6	880	8.2	1,401	7.4	750	8.7
65	-	31	-	80	-	85	-	89	-	75	-
12	-	42	-	20	-	45	-	10	-	-	-
449	-	528	-	411	-	401	-	421	-	433	-
2,528	4.1	2,566	4.1	2,761	4.4	1,505	4.1	1,481	4.2	1,495	4.0
536	3.4	384	5.8	467	4.8	342	2.5	365	1.6	324	2.4
13,758	3.8	14,782	3.7	24,517	3.8	6,085	3.9	7,210	3.8	6,316	3.9
-4,170	3.1	-4,217	3.8	-12,042	3.8	-2,619	3.3	-2,726	3.8	-2,087	3.6
9,588	4.1	10,565	3.6	12,475	3.8	3,466	4.3	4,484	3.8	4,229	4.1
33,614	3.7	34,643	3.6	35,474	3.7	20,055	3.6	18,978	3.5	18,189	3.6

* Includes receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and adjustment for Class II interorder transfers shown as Class I.

CLASS I AND RECEIPTS BY MONTHS

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

Year and Month	MILWAUKEE, No. 39				NORTHEASTERN, No. 45				MADISON, No. 51			
	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk
	Mil.#	%	Mil.#		Mil.#	%	Mil.#		Mil.#	%	Mil.#	
1963												
Sep.	55.4	87.4	63.4	3.8	23.0	64.8	35.5	10.0	14.0	76.7	18.2	1.7
Oct.	61.5	89.6	68.6	3.8	24.8	65.9	37.7	2.5	16.8	82.0	20.5	1.9
Nov.	58.7	87.7	66.9	3.0	23.5	58.5	40.2	4.3	16.0	80.7	19.8	1.6
Dec.	58.2	82.0	71.0	3.1	23.1	53.2	43.3	4.4	15.0	71.1	21.1	1.8
1964												
Jan.	61.2	83.5	73.4	3.4	24.5	55.0	44.7	5.0	16.0	71.3	22.4	1.8
Feb.	58.0	82.3	70.6	3.4	23.2	57.4	40.4	1.2	15.7	72.5	21.6	1.7
Mar.	59.6	78.8	75.7	3.5	23.7	54.2	43.7	1.3	16.3	70.9	23.1	2.0
Apr.	59.1	81.3	72.7	3.5	23.6	55.6	42.5	1.5	15.1	68.3	22.1	1.9
May	58.0	77.5	74.8	3.6	23.2	52.2	44.4	1.5	13.9	60.9	22.9	2.2
June	54.3	77.5	70.1	3.6	21.7	52.1	41.5	1.7	13.9	67.2	20.8	2.3
July	55.0	81.7	67.2	3.9	24.2	66.3	36.4	2.3	14.6	76.0	19.1	2.7
Aug.	55.7	81.5	68.3	3.8	24.1	69.5	34.6	2.7	14.5	76.4	19.0	2.5
Sep.	58.5	86.0	68.0	4.8	24.0	71.5	33.6	2.3	16.6	82.7	20.1	2.4

FARM NUMBERS AND DELIVERIES

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

Year and Month	MILWAUKEE				NORTHEASTERN				MADISON			
	Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm	
	'63	'64	'63	'64	'63	'64	'63	'64	'63	'64	'63	'64
Jan.	2270	2247	990	1056	1374	1421	940	1014	615	642	1028	1125
Feb.	2261	2235	1006	1092	1371	1341	952	1038	651	641	1023	1163
Mar.	2257	2224	1010	1041	1360	1335	959	1055	650	640	1025	1163
Apr.	2243	2211	1019	1100	1355	1334	971	1063	645	635	1047	1158
May	2214	2185	1033	1106	1355	1333	979	1075	639	633	1086	1167
June	2209	2173	1011	1078	1415	1319	976	1050	621	628	1053	1102
July	2222	2177	927	993	1417	1323	814	890	633	635	924	973
Aug.	2241	2232	927	1003	1417	1326	797	843	639	639	892	958
Sep.	2262	2240	946	1019	1438	1317	822	851	650	646	933	1035
Oct.	2268		984		1361		894		646		1022	
Nov.	2259		993		1447		927		643		1028	
Dec.	2256		1021		1447		966		643		1056	
Avg.	2248		989		1396		916		640		1010	

COMPARATIVE STATISTICS

SELECTED DATA COMPARISONS, WISCONSIN MARKETS

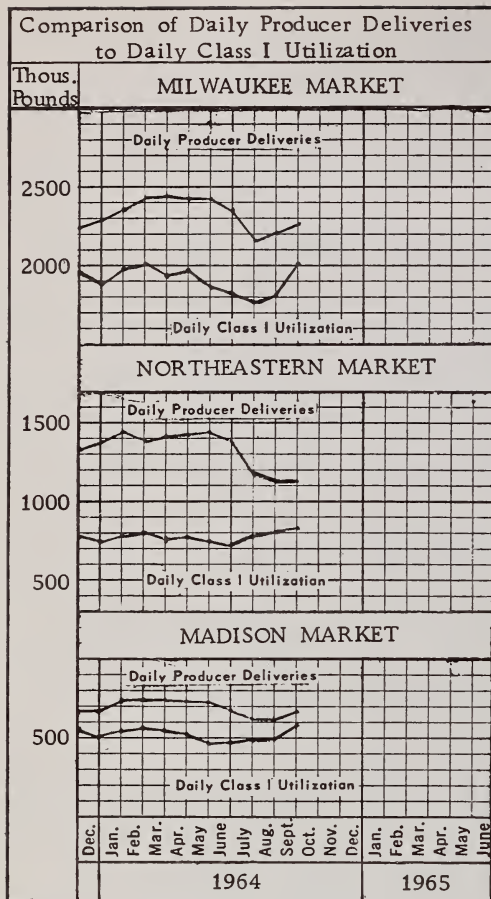
	Order No. 39			Order No. 45			Order No. 51		
	September '64	September '63	Com- parison	September '64	September '63	Com- parison	September '64	September '63	Com- parison
Average Daily:									
Producer Milk, thous. lbs.	2267	2112	+7.3%	1120	1182	-5.2%	669	606	+10.4%
Other Receipts " "	160	131		75	333		129	88	
Gross Class I " "	2007	1857	+8.1%	823	767	+7.3%	590	484	+21.9%
Gross Class II " "	589	494	+19.2%	459	817	-43.8%	208	210	-1.0%
Deliveries per Farm, lbs.	1019	946	+7.7%	851	822	+3.5%	1035	933	+10.9%
Number of Farms	2240	2262	-22	1317	1438	-121	646	650	-4
Avg. Test of Prod. Milk, %	3.69	3.66		3.72	3.68		3.61	3.64	
Number of Handlers:									
Pool Plants	25	26	-1	62	66	-4	22	22	-
Other Handlers	5	4	+1	5	8	-3	7	8	-1
Producer Milk in Class I, %	86.0	87.4		71.5	64.8		82.7	76.8	
Shrinkage to Total Receipts:									
Product Pounds, %	1.50	1.30		2.24	1.38		1.66	1.85	
Butterfat Pounds, %	1.53	.96		2.14	2.01		1.39	1.19	

NEARBY FEDERAL ORDER DATA

PRODUCER MILK, TOTAL AND CLASS I, AND RELATED PRICES - SEPTEMBER 1964

Market	Producer Milk	Class I Milk	Class I Price 3.5% Milk	Producer Price 3.5% Milk
	thous. lbs.	thous. lbs.	\$ per cwt.	\$ per cwt.
Chicago, No. 30	419,094	209,735	4.01	3.73
Duluth-Superior, No. 69	11,290	7,139	4.30	3.82
Madison, No. 51	20,055	16,589	3.99	3.87
Mich. Upper Peninsula, No. 44	9,708	7,539	4.06	3.97
Milwaukee, No. 39	68,005	58,459	3.99	3.89
Minneapolis-St. Paul, No. 68	79,462	61,065	4.075	3.92
Northeastern Wisconsin, No. 45	33,614	24,026	3.85	3.69
Quad Cities-Dubuque, No. 63	18,475	14,161	4.21	3.97
Rock River Valley, No. 38	9,033	7,797	4.03	3.93
Southern Michigan, No. 40	327,562	185,157	4.42	3.90

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



WISCONSIN FEDERAL MILK ORDER BULLETIN

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Federal Milk Market Administrator
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for the
Milwaukee, Northeastern
and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.

Dreams, Continued from page 1

primitive areas of our minds -- and symbols are the language of dreams.

In the case of dairy farmers, the statements seem highly questionable. For instance, if a person dreams about milk, it is because of "the close association between milk and motherhood, and childhood, and thus indicates the dreamer's wish to be mothered or to mother another person." And, all the time, the dairy farmer thought he was dreaming about milk because he happened to be a wee bit concerned about his dairy business.

If an average person -- say somebody from the city -- dreams about a farm, his psychiatrist will maintain that a farm is a common symbol for food and represents a need or desire to be nourished, cared for, or loved. But what would he tell a dairy farmer?

Now, a fence symbolizes the dreamer's feeling of being imprisoned emotionally, or wish to be kept from something or someone he desires. But to the typical dairy farmer, couldn't it just be a vagrant thought about that stretch of fence that needs mending, and not his unconscious desire to run off with the banker's wife?

And, for goodness sake, don't dream about a bull. Maybe you know it's because you're all wrapped up in DHIA work, but that's not what your doctor will think.

You can't even dream of farming or gardening, without getting into trouble. As a creative action, the doctors advise, it symbolizes the dreamer's wish to have a baby. Try explaining that to a dairy farmer! (National Milk Pictorial)

Paper Half-Gallon, Continued from page 1

mixtures was sold in pints. More than 50% of the cream products was sold in half-pint containers. Skim milk and mixtures and cream products marketed in paper containers represented 77% and 89%, respectively, of the total sales of these products. Sixty-four percent of the whole milk products was sold in paper containers.

For this report retail sales were defined as home-delivered sales, while wholesale represented sales to stores, restaurants, institutions, etc. In these 29 markets with complete information available, nearly 75% of the total fluid products sold was marketed through wholesale outlets (Milwaukee 65%).